

2004 Media Results

From small local papers to major national television networks, Best Workplaces for CommutersSM earned remarkable media coverage in 2004. More than 400 newspaper articles, trade paper features, radio spots, and television news spots highlighted the growing list, helping to recognize qualifying employers for their commitment to both their employees and the environment. As the Best Workplaces for CommutersSM list grows, more media attention is sure to follow.

Media recognizes the power of the Best Workplaces for CommutersSM brand!

► ► ► Employers are recognized for being innovative.

"Discovery Communications offers the usual slate of options—telecommuting programs and flexible work schedules—but the firm also offers bicyclists a one-time check for \$350 if they pedal in a certain number of days, a \$100 yearly benefit for shoes for walkers, and a locker room for both." —The Washington Post

The Washington Post

BusinessWeek online

"Sun...is refining the very idea of what constitutes a normal office with its iWork program. Not only can employees telecommute, they can also bring up their own desktop computer on any PC in any Sun office." —Business Week Online

"It enables our employees and associates to, number one, get to work on time and, number two, get to work without the hassle of an arduous and sometimes time-consuming commute by automobile."

—Alexander Boyle, Chevy Chase Bank, NewsChannel 8, Washington, DC



2004 Media Coverage Highlights

Some of the nation's largest media outlets covered Best Workplaces for CommutersSM in 2004.

ABC News.com
Ann Arbor News
Business Week Online
Cambridge Chronicle
CBS News.com
Contra Costa Times
CNBC – Squawk Box
CNN Headline News
Forbes.com
Fort Worth Star-Telegram

Houston Chronicle
MSNBC
National Public Radio
New York Times Online
Philadelphia Inquirer
Planet Ark Online – Reuters
World Environment News
Reuters
Saint Paul Pioneer Press
San Antonio Business Journal

Tacoma News Tribune
Tech News World
The Associated Press
The Atlanta Journal
Constitution
The Dallas Morning News
The Denver Post
The Washington Post
USA Radio Network
USA TODAY

USA TODAY.com
Wall Street Journal Online
Wall Street Journal
Syndicated Radio
Washington Business Journal
Wired News
YahooNews.com

BEST Workplaces for CommutersSM

►►► Employers are leveraging the power of being on the list.



"A place on the list gives companies bragging rights and a chance to use the program's logo for recruiting. Some companies use the slogan in help-wanted ads, and some have seen a decline in staff turnover."

—USA Today

"It's time to look at programs like this very seriously; more seriously probably than what we have looked at them in the past and figure out how we can improve air quality by getting less single occupancy vehicles on the road and more people using those alternative methods of transport."



—Joe Freddoso, Cisco Systems, News 14 Carolina

►►► Commuter benefits make good business sense and Best Workplaces for CommutersSM are leading the way.



"Intel, Fannie Mae, and Cisco Systems top the U.S. government's list of largest companies that have the best commuting benefits for their employees... To get the top spot on the list, Intel offers commuter benefits to almost 90 percent of its workforce." —MSNBC News Service

"A lightbulb went off for senior management that this is a great way to recruit and retain employees. Keeping turnover low really makes it cost-effective to offer [free bus passes]. When our company trains someone, it's expensive." —Steve Ludwig, TIAA-CREF, The Denver Post



"At Silicon Valley Manufacturing Group, we recognize that workdays do not start at our desk, but at our doorstep. As employers, we must do all that we can to encourage commute alternatives to the automobile so that employees arrive refreshed, renewed, and ready to tackle their day."



—Carl Guardino, SVMG, Silicon Valley/San Jose Business Journal

For More Information

View the complete list of media coverage at
<www.bwc.gov/media/coverage.htm>.

For more details on Best Workplaces for CommutersSM:

- Call our information request line at (888) 856-3131
- E-mail us at <bwc@epa.gov>
- Visit our Web site at <www.bwc.gov>

More than 160 television and radio stations around the country featured Best Workplaces for CommutersSM including:

| | |
|-------------------|----------------|
| Austin | Phoenix |
| Dallas-Fort Worth | Pittsburgh |
| Denver | Raleigh |
| El Paso | San Francisco |
| New Jersey | Washington, DC |



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